

WHAT IS CLAIMED IS:

1. A server for facilitating a vendor showcase system, wherein the server communicates with clients via a distributed computing network, and wherein the server comprises:
 - (a) a memory storing an instruction set and vendor data related to a plurality of vendors; and
 - (b) a processor for running the instruction set, the processor being in communication with the memory and the distributed computing network, wherein the processor is operative to:
 - (i) sort the vendor data based upon category;
 - (ii) receive criteria related to a request for information; and
 - (iii) provide a display of the vendor data for a pre-selected number of vendors based upon the criteria, wherein the display of the vendor data is presented in a flat manner.
2. A server as recited in Claim 1, wherein the criteria are regional and category data.
3. A server as recited in Claim 1, wherein the vendor data includes regional, category, and logo data.
4. A server as recited in Claim 3, further comprising an inquiry form within the display.

5. A server as recited in Claim 4, wherein the processor is further operative to morph the inquiry form when a cursor is placed on a logo such that information associated with the logo is presented where the inquiry form used to be.

6. A server for facilitating a vendor showcase system, wherein the server communicates with clients via a distributed computing network, and wherein the server comprises:

(a) a memory storing an instruction set and vendor data related to a plurality of vendors; and

(b) a processor for running the instruction set, the processor being in communication with the memory and the distributed computing network, wherein the processor is operative to:

(i) sort the vendor data based upon category;

(ii) receive criteria related to a request for information;

(iii) provide a display to a plurality of users associated with clients, the display being of the vendor data for a pre-selected number of vendors based upon the criteria;

(iv) track usage of the display by the users; and

(v) compile return on investment statistics based upon the tracking of the usage.

7. A server as recited in Claim 6, wherein the investment statistics include a total dollar value based upon a user-selected valuation of each usage event.

8. A vendor showcase system comprising:

- (a) first means for sorting vendor data based upon category in a relational database;
- (b) second means for receiving criteria related to a request for information; and
- (c) third means for providing a display of the vendor data for a pre-selected number of vendors based upon the criteria, wherein the display of the vendor data is presented in a flat manner.

9. A vendor showcase system as recited in Claim 8, wherein the first, second and third means are program instructions stored in memory.